inted:	inted: 09/06/2012 9:50 AM
0/05/2013	17.71 DM
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1 of

Showing Buylines: All Lines Last Received:

Sales Office (

WWSB-TV SARASOTA,FL OBAMA FOR AMERICA KATIE KEULEMAN ) POLITICAL

Product Estimate#

Advertiser Station

Fax# Phone# Buyer Rep Order# EC'd Yes

9799026

Ver# 3

Mod# 1 Status Confirmed

Traffic Order#

Agency C/P1/P2/E Flight Dates Agency ( Hiatus Weeks ( ) GMMB 3050 K ST NW WASHINGTON, DC 20007 /P1/P2/E 95/101/1536

09/11/2012 - 09/17/2012 Salesperson ( Salesperson Phone# Salesperson FAX# ) BRAD PHILIPPS ) WASHINGTON 202-955-5342 202-955-5348

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT - CONTRACT COMMENT -Daypart

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<b>ध</b> - म	z	¥ 'म	3	N-F	SU	SA	M	₩- 'F	z	Σ. - μ	Z	聚   	Day
530P-6P	5P-530P	5P-530P	11A-12P	11A-12P	8A-9A	8A-9A	7A-8A	7A-8A	630A-7A	630A-7A	8A-9A	8A-9A	Time
NEWS	NEWS	NEWS	VIEW	VIEW	GMA	GMA	GMA	GMA	NEWS	NEWS	GMA	GMA	Program
: 30	:30	: 30	: 30	: 30	:30	: 30	:30	:30	: 30	: 30	:30	:30	Len
\$350.00	\$275.00	\$275.00	\$200.00	\$200.00	\$125.00	\$125.00	\$275.00	\$275.00	\$175.00	\$175.00	\$275.00	\$275.00	Rate
09/12-09/14	09/17-09/17	09/12-09/14	09/17-09/17	09/12-09/14	09/16-09/16	09/15-09/15	09/17-09/17	09/12-09/14	09/17-09/17	09/12-09/14	09/17-09/17	09/12-09/14	Dates
42	<b>)</b> —	æ	н	4	H	٢	1	4	1	4	<b>L.</b>	<b>4</b>	Spots/Week
Н	<b>ja</b>	<b>,</b> ,	ь	ь	ı	<b>~</b>	1	1	14	1	1	1	# of Weeks
4	ч	ъ	Ľ	4	<b>,</b>	1	Д	4	Þ	.4	1	<b>45</b> 1	Total Spots
\$1,400.00	\$275.00	\$1,100.00	\$200.00	\$800.00	\$125.00	\$125.00	\$275.00	\$1,100.00	\$175.00	\$700.00	\$275.00	\$1,100.00	Total Cost
													Daypart

Rep Order# EC'd Yes	9799026	Ver# 3	Mod# 1	Status Confirmed	Traffic Order#		Prin Last Received: 09/ Showing Buylines: All Lines	ı <b>ted:</b> 05/2012 1:	09/06/2012 9:50 AM 2:23 PM	:50 AM		2 of
<u> </u>	/WSB-TV S	WWSB-TV SARASOTA,FL  OR ANA ECR AMERICA		Agency ( 3050 k WASF	( ) GMMB 3050 K ST NW WASHINGTON, DC 20007	20007		Rep Firm Sales Office ( Salesperson (		) WASHINGTON ) BRAD PHILIPPS	PPS	
Estimate# Buyer  Bhone#	1536 KATIE KEULEMAN	1536 KATIE KEULEMAN		Agency C/P1/P2/E Flight Dates Hiatus Weeks		95/101/1536 09/11/2012 - 09/17/2012		Salesperson Phone# Salesperson FAX#	Phone# FAX#	202-955-5342 202-955-5348	42 48	
Fax#	Day	Time	Program		Len R	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Day
<del> </del>	! ! !		;		1	1	1		1	-	1	!
14	ጃ	530P-6P	NEWS		:30 \$	\$350.00	09/17-09/17	<b>⊢</b>	H	н	\$350.00	
15	<b>ध्रः</b> - म	6P-630P	NEWS		:30 \$	\$650.00	09/12-09/14	4.	۲	4.	\$2,600.00	
16	ጃ	6P-630P	NEWS		:30 \$	\$650.00	09/17-09/17	۲	<u> </u>	щ	\$650.00	
17	US	630P-7P	NEWS		: 30 \$	\$225.00	09/16-09/16	1	ì	<b>L</b>	\$225.00	
18	₩-F	7P-730P	MILLIONAIRE		: 30 \$	\$350.00	09/12-09/14	4	ר	4.	\$1,400.00	
19	Z	7P-730P	MILLIONAIRE		: 30	\$350.00	09/17-09/17	H	<b>L</b>	ji	\$350.00	
20	¥- ₽	730P-8P	MILLIONAIRE		: 30	\$350.00	09/12-09/14	4	٢	4	\$1,400.00	
21	z	730P-8P	MILLIONAIRE		: 30	\$350.00	09/17-09/17	<b>j</b> out.	µ	н	\$350.00	
22	SA	7P-730P	MILLIONAIRE		:30 :	\$300.00	09/15-09/15	Ľ	L.	Þ	\$300.00	
REPORT TOTALS Report Totals: 49	OTALS als: 49 /	\$15,275.00										
SALES MONTHLY TOTALS	NTHLY TO	TALS—										
Sep 12:	49 / \$1	49 / \$15,275.00										
Sales Totals: 49 Station Totals:		/ \$15,275.00 19 / \$15,275.00										
Lines not sent/s	sent/rcld/rtrn:  TIVE	/rtrn: 0 / \$0.00				ი ა ა	WBSV 0%	WFLA	O 6/P	WFTS	0%	
		Market Totals	\$218,214	CABL 0%	UNKN	93%	WBSV OF	# to	9 6	E E E E	700	

Daypart

Market Totals

\$218,214

CABL WTOG

% % 0 0

UNKN

93%

WESV

0%

WFLA WTVT

0 0

WFTS WWSB

7%

Estimate# 1536 Buyer KATIE KEULEMAN	Station WWSB-TV SARASOTA,FL Advertiser ( ) POLITICAL Product OBAMA FOR AMERICA	Rep Order#         9799026           EC'd         Yes
NAN	SOTA,FL CAL MERICA	Ver# 3
		Ver# 3 Mod# 1
		Status
Agency C/P1/ Flight Dates Hiatus Weeks	Agency	Status Confirmed
Agency C/P1/P2/E 95/101/1536 Flight Dates 09/11/2012 - 09/17/2017 Hiatus Weeks	) GMMB 3050 K ST NW WASHINGTON, DC 20007	Traffic Order#
7/2012		Last Received: Showing Buylines: All
Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office ( Salesperson (	Printed: 09/06/20 d: 09/05/2012 12:23 PM All Lines
# 202-955-5342 202-955-5348	) WASHINGTON ) BRAD PHILIPPS	09/06/2012 9:50 AM 12:23 PM

3 of 3

Flight Dates Hiatus Weeks 09/11/2012 - 09/17/2012

Books Demos

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SHARES EST

-- COMPETITIVE COMMENTS-

Buyer Phone# Fax#

Rep Order# EC'd No

9799026

Ver#

Status New

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Showing Buylines: All Lines

Sales Office ( Salesperson ( Rep Firm

) WASHINGTON ) BRAD PHILIPPS

Salesperson Phone# Salesperson FAX#

202-955-5342 202-955-5348

## - CONTRACT COMMENT -

Buyer

Estimate# Product

1536

Flight Dates Hiatus Weeks

> 09/11/2012 - 09/17/2012 95/101/1536

Agency C/P1/P2/E

Agency

( ) GMMB 3050 K ST NW

WASHINGTON, DC 20007

Fax#

Phone#

Advertiser

Station WWSB-TV SARASOTA,FL

OBAMA FOR AMERICA KATIE KEULEMAN

) POLITICAL

ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. 

### - REMARKS -

NEW OBAMA ORDER

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5P-530P	11A-12P	11A-12P	8A-9A	8A-9A	7A-8A	7A-8A	630A-7A	630A-7A	8A-9A	8A-9A	Time
NEWS	VIEW	VIEW	GMA	GMA	GMA	GMA	NEWS	NEWS	GMA	GMA	Program
:30	: 30	: 30	: 30	:30	: 30	:30	: 30	: 30	: 30	: 30	Len
\$225.00	\$100.00	\$100.00	\$125.00	\$125.00	\$225.00	\$225.00	\$175.00	\$175.00	\$225.00	\$225.00	Rate
09/12-09/14	09/17-09/17	09/12-09/14	09/16-09/16	09/15~09/15	09/17-09/17	09/12-09/14	09/17-09/17	09/12-09/14	09/17-09/17	09/12-09/14	Dates
Φ	ы	4.	H	Н	٢	44.	P	4	1	4	Spots/Week
۲	1	٢	1	ц	1	<b>,</b>	1	1	1	١	# of Weeks
44.	1	4	ь	Ľ	Þ	.4	Þ	4.	1	4	Total Spots
\$900.00	\$100.00	\$400.00	\$125.00	\$125.00	\$225.00	\$900.00	\$175.00	\$700.00	\$225.00	\$900.00	Total Cost
										       	Daypart

		EC'd No	Rep Order#
			9799026
			Ver# 1
			Ver# 1 Status New
			Traffic Order#
	Showing Buylines: All Lines	Last Received:	Printed:
1	Lines	09/05/2012 11:21 AM	09/05/2012 11:28 AM
			2 of 3

Station WSB-TV SARASOTA-FL Adenty (WSB-TV SARASOTA-FL Adenty (Polatical Column WSB-TV SARASOTA-FL SARASOTA
WWSB-IV SARASOTA-FL DAMM FOR AMERICA  WASHIVE SARASOTA-FL DAMM FOR AMERICA  KATIE KEULEMAN  Tine  Bay  Tine  Frogram  Fight Dates  Figh
Agency (
Agency ( ) GMM3
C   GMMB   Sales Office   C   WASHINGTON   C   20007   Sales Office   C   WASHINGTON   C   20007   Sales Office   C   WASHINGTON   Sales   C   S
AMMMB (ATTON), DC 20007       Rep Firm (ATTON), DC 20007       Sales Office (ATTON) (ATTON) (ATTON) (ATTON) (ATTON) (ATTON) (ATTON)         Syllovicus (ATTON) (ATTON) (ATTON)         Syllovicus (ADVI) (A
Color   Colo
Rep Firm   Sales Office
Phone# 202-955-5342   Phone# 202-955-5348
Phone# 202-955-5342   Phone# 202-955-5348
\$ 25.00 25.00 25.00 50.00 50.00 50.00
\$ 25.00 25.00 25.00 50.00 50.00 50.00
Daypart 

## -- REPORT TOTALS-

Report Totals: 49 / \$12,775.00

# -SALES MONTHLY TOTALS-

Sep 12: 49 / \$12,775.00 Sales Totals: 49 / \$12,775.00

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COMPETITI SHARES EST		COMPETITIVE	es not se	tion Tota	one#		#		Advertiser	tion W	Rep Order# EC'd No
COMPETITIVE COMMENTS SHARES EST		-	ent/rcld/rt	Station Totals: 49 / \$12,775.00		KATIE KEULEMAN	1536	<b>OBAMA FOR AMERICA</b>	( ) POLITICAL	Station WWSB-TV SARASOTA,FL	9799026
TSI		Market Totals	Lines not sent/rcld/rtrn: 0 / \$0.00	12,775.00		EMAN		<b>AMERICA</b>	TICAL	RASOTA,FL	Ver# 1
		\$182,500	00								Ver# 1 Status New
	WTOG	CABL			מואו	Fligh	Agei			Age	
	%	80			TIMIUS WEEKS	Flight Dates	Agency C/P1/P2/E 95/101/1536	WASH	3050 K	Agency ( ) GMMB	Traffic Order#
	WTSP	UNKN				09/11/20	E 95/10	WASHINGTON, DC 20007	3050 K ST NW	) GMMB	er#
	80	938				09/11/2012 - 09/17/2012	1/1536	C 20007			Sho
	WITA	WBSV				12					Printed: 09 Last Received: 09, Showing Buylines: All Lines
	80	80									Printed: Received: uylines: All Li
	TALM	WFLA			Salesperson rax#	Salespers		Salesperson	Sales Office	Rep Firm	09/05/2012 11:28 AM 09/05/2012 11:21 AM ines
	%0	%0			OII FAA#	Salesperson Phone#		on (	ce (	-	1:28 AM 1:21 AM
	WWSB	WFTS			202-900-0348	202-955-5342		BRAD PHILIPPS	WASHINGTON		
	70	%0			o o	<b>.</b> 5		Sdd	ž		3 of
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Books Demos

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### CONTRACT

**WWSB** 1477 Tenth Street Sarasota, FL 34236 (941)552-0777

And:

**GMMB** 1010 WISCONSIN AVE NW WASHINGTON, DC 20007

	Contract / Rev	vision		Alt. Order #	!
	31710	1	ŀ	09799026	
Product	· · · · · · · · · · · · · · · · · · ·		•		
95/101/1536/OBAMA FOR	AMERICA				
Contract Dates	Est. #				
09/11/12 - 09/17/12	1536				
Advertiser			Orig	ginal Date /	Revision
OBAMA FOR AMERICA			0:	9/06/12	/ 09/06/12
	Billing Cycle	Billing	Çale	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	nt Ex	<u>kecutive</u>	Sales Office
	wwsB	BRAD	PHI	LLIPS	Washington D
	Special Handl	ling			
	Demographic				
	Adults 35+				
	Į.				
	IDB#	Advert	iser	Code	Product Code
	!	95			101
	Agency Ref			Advertiser	Ref

		Spots/		Tot	als
*Line Ch Start Date End Date Description		Days Length Week		Spots	Amoun
Start Date End Date Weekdays Spots/Week	7-9a <u>Rate</u> \$225.00	:30	NM	4	\$900.0
N         2         7         09/17/12         09/17/12         Good Morning America           Start Date         End Date         Weekdays         Spots/Week           Week:         09/17/12         09/23/12         M         1	7-9a <u>Rate</u> \$225.00	:30	NM 	1	\$225.0
N 3 7 09/12/12 09/14/12 ABC 7 Sunrise News @ Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 4	6a-7a	:30	NM	4	\$700.0
N 4 7 09/17/12 09/17/12 ABC 7 Sunrise News @ Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 M 1	6a-7a <u>Rate</u> \$175.00	:30	NM	1	\$175.0
N 5 7 09/12/12 09/14/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 4	7-9a	:30	NM 	4	\$900.
N 6 7 09/17/12 09/17/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 M 1	7-9a	:30	NM	1	\$225.
N 7 7 09/15/12 09/15/12 Sat/Sun GMA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12S- 1	8-9a	:30	NM	1	<b>\$125</b> .
N 8 7 09/16/12 09/16/12 Sat/Sun GMA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12S 1	8-9a	:30	NM	1	<b>\$125</b> .
	11a-12p	:30	NM.	4	<b>\$400</b> .
	11a-12p	:30	NM	1	\$100.
N 11 7 09/12/12 09/14/12 ABC 7 News at 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 4	5-530p	:30	NM	4	\$900.
N 12 7 09/17/12 09/17/12 ABC 7 News at 5p	5-530p	:30	NM	1	\$225.

Totals

Signature:



| Contract / Revision | Alt. Order # | 09799026

<u>Contract Dates</u> <u>Product</u> <u>Est. #</u> 09/11/12 - 09/17/12 95/101/1536/OBAMA FC1536

		Spots/		To	tals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type:	Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12         M         1	<u>Rate</u> \$225.00				_
N 13 7 09/12/12 09/14/12 ABC 7 News at 530p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 4	530-6p <u>Rate</u> \$300.00	:30	NM	4	\$1,200.00
N 14 7 09/17/12 09/17/12 ABC 7 News at 530p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 M 1	530-6p <u>Rate</u> \$300.00	:30	NM	1	\$300.00
N 15 7 09/12/12 09/14/12 ABC 7 News at 6p  Start Date	6-630p <u>Rate</u> \$550.00	:30	NM	4	\$2,200.00
N 16 7 09/17/12 09/17/12 ABC 7 News at 6p  Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 M 1	6-630p <u>Rate</u> \$550.00	:30	NM	1	\$550.00
N 17 7 09/16/12 09/16/12 ABC 7 Sun News at 63  Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/125 1	630-7p <u>Rate</u> \$225.00	:30	NM	1	\$225.00
N 18 7 09/12/12 09/14/12 M-Sa 7-730p  Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12wTF 4	WHEEL <u>Rate</u> \$300.00	:30	NM	4	\$1,200.00
N 19 7 09/17/12 09/17/12 M-Sa 7-730p  Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 M 1	MILLIONAIRE <u>Rate</u> \$300.00	:30	NM	1	\$300.00
N 20 7 09/12/12 09/14/12 M-Sa 730-8p  Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12wTF 4	JEOPARDY <u>Rate</u> \$300.00	:30	NM	4	\$1,200.00
N 21 7 09/17/12 09/17/12 M-Sa 730-8p <u>Start Date End Date Weekdays Spots/Week</u> Week: 09/17/12 09/23/12 M 1	MILLIONAIRE <u>Rate</u> \$300.00	:30	NM.	, <b>1</b>	\$300.00
N 22 7 09/15/12 09/15/12 M-Sa 7-730p  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12S- 1	MILLIONAIRE <u>Rate</u> \$300.00	:30	NM	1	\$300.00
Time Period # of Spots Gross Amount	Net Amount	Totals		49	\$12,775.00
08/27/12 -09/17/12 49 \$12,775.00	\$10,858.75				

\$10,858.75

\$12,775.00

49

Date: